

# GE2263: INFORMATION MANAGEMENT

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Information Management

### Subject Code

GE - Gateway Education

### Course Number

2263

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### GE Area (Primary)

Area 2 - Study of Societies, Social and Business Organisations

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

CB2500 Information Management

Not for undergraduate students under College of Business and its departments

## Part II Course Details

### Abstract

Provide knowledge about the foundations of information management using business information systems; Introduce database management systems, social media, project management, information systems auditing, business continuity planning, and enterprise systems; Introduce the concepts of digital transformation using artificial intelligence (AI), big data, and cloud services; Provide students with hands-on experience to use office management software (e.g., Excel) and business intelligence software (e.g., SAS Enterprise Miner); Highlight advanced information technologies (e.g., Internet of the Things, smart devices, and blockchain) and disruptive technologies; Equip students with the essential skills to use decision support and business intelligence tools in today's business world; Explain business information systems relevant to their professional career in Hong Kong and globally.

### Course Intended Learning Outcomes (CILOs)

|   | CILOs  | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|--|---------------------|--------|--------|--------|
| 1 | Describe the basic concepts of information systems used by businesses.   | 22                  | x      | x      |        |
| 2 | Explain how IT-enabled business processes improve businesses' efficiency and effectiveness in an international environment.                          | 22                  | x      | x      |        |
| 3 | Develop the attitude and ability to design creative information management solutions to support business processes at various organizational levels. | 22                  | x      |        | x      |
| 4 | Identify decision-making models to solve international business problems.  | 22                  | x      |        | x      |
| 5 | Exercise good communication and interpersonal skills in proposing and presenting creative information management solutions.                          | 12                  | x      | x      |        |

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

|   | LTAs  | Brief Description  | CILO No.   | Hours/week (if applicable) |
|---|---|--|------------|----------------------------|
| 1 | LTA1. Lecture: Concepts and general knowledge of information systems are explained.   | In-class discussion: Students will participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' response. Recap: In the beginning of every lecture, the lecturer will summarize the topics covered in the previous lecture and provide feedback based on students' concerns and questions.  | 1, 2, 3, 4 | 2 Hours/ Week              |
| 2 | LTA2. Computer Lab Tutorial: The tutorial covers the various information management topics (e.g. trends, cases, and tools). | Computer lab exercises: Students will practice hands-on activities on information management tools for decision making. Case/ project discussion: Students will be given information management cases /exercises which will be taken from various sources, e.g. textbook, online reference materials, news, for discussion. Students will be asked to present their view, analysis of the business cases, and proposed solution with reference of information management related knowledge learned in lecture. | 3, 4, 5    | 1 Hour/ Week               |

**Assessment Tasks / Activities (ATs)**

| ATs | CILO No.   | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|--|---------------|--|
| 1   | AT1. Participation A. Student' s participation will be evaluated in terms of quality of questions, answers and student engagement in both lectures and tutorials throughout the semester. B. Bi-Weekly MC quizzes will be given to students to help them consolidate the concepts learned in the week. | 1, 2, 3, 4, 5 | 15                                     |
| 2   | AT2. Project A project is designed to test students' ability in performing basic business intelligence analysis, identifying business needs in a competitive environment, and recommending solutions to help organizations compete more effectively and efficiently in the business world.             | 1, 2, 3, 4, 5 | 15                                     |
| 3   | AT3. Mid-term TestTo ensure reinforcement of reading, lecture, and tutorials, a mid-term test will be used to gauge the students' grasp on information management concepts and knowledge, as well as the ability to apply them to solve business problems in various situations.                       | 1, 2, 4       | 20                                     |

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

AT1. Participation

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

AT2. Project

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2. Project

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2. Project

**Criterion**

Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2. Project

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2. Project

**Criterion**

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT3. Mid-term Test

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT3. Mid-term Test

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT3. Mid-term Test

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4. Final Examination

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4. Final Examination

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

AT4. Final Examination

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

## Part III Other Information

**Keyword Syllabus**

Information management; Competitive strategies and advantages; Business processes and business process notation; Database management systems; Entity relationship model; Data integrity; Normalization; Decision support; Artificial intelligence; Business intelligence; Digital transformation; Data warehouse; Data mart; Big data; Smart banking; Project management; Systems development life cycle; Change management; Social media information systems; Digital marketing; Digital analytics; Enterprise social network; Enterprise systems; Customer relationship management; Supply chain management; Enterprise resources planning; Bullwhip effect; Disruptive technologies; Cloud services; Virtual private network; Freeconomics; Trends in information technologies; Information ethics; Privacy; Encryption; Safeguards; COBIT; Security for business applications; IS auditing; International outsourcing; Globalisation and international systems management; Internet of things; Smart devices; Blockchain.

**Reading List**

**Compulsory Readings**

|   | Title   |
|---|---|
| 1 | David M. Kroenke and Randall J. Boyle, Experiencing MIS, 10th Edition, 2023, Pearson. |

**Additional Readings**

| Title |  |
|-------|--|
| 1     | P. Baltzan, Business Driven Technology, 10th edition, 2023, McGraw-Hill.   |
| 2     | P. Baltzan, Business Driven Information Systems, 8th edition, 2023, McGraw-Hill.                                 |
| 3     | J. Valacich, C. Schneider, Information Systems Today, Managing in the digital world, 9th edition, 2022, Pearson. |
| 4     | J. A. O' Brien, G. M. Marakas, Management Information Systems, 2011, 10th edition, McGraw-Hill.                  |

## Annex (for GE courses only)

**A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:**

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

**PILO 1: Demonstrate the capacity for self-directed learning**

1, 2

**PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology**

1, 2

**PILO 3: Demonstrate critical thinking skills**

3, 4

**PILO 4: Interpret information and numerical data**

3, 4

**PILO 5: Produce structured, well-organised and fluent text**

2, 5

**PILO 6: Demonstrate effective oral communication skills**

5

**PILO 7: Demonstrate an ability to work effectively in a team**

5

**PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation**

3, 4

**B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.**

**Selected Assessment Task**

AT2. Project